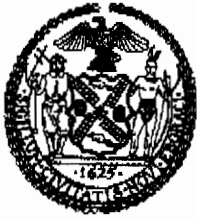


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THE CITY OF NEW YORK
 MANHATTAN COMMUNITY BOARD NO. 3
 59 East 4th Street - New York, NY 10003
 Phone: (212) 533-5300 - Fax: (212) 533-3659
 www.cb3manhattan.org - info@cb3manhattan.org

Dominic Pisciotta, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

- Photographs of the inside and outside of the premise.
- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.
- Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind your proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar.
- Letter of notice of proposed business to block, tenant or neighborhood association if one exists. E-mail the CB3 office at info@cb3manhattan.org for help to find block associations.
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

- new liquor license
- alteration of an existing liquor license
- corporate change
- upgrade of an existing liquor license
- sale of assets

If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.

Type of license: On-Premises Is location currently licensed? Yes No

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Retail store

Corporation and trade name of current license: N/A

APPLICANT:

Name of applicant and all principals: Essex Cafe Group LLC - Christopher Herrity, Leah Dixon, Gabriel Schulman, Leah Malone & Dan Sutti

Trade name (DBA): TBD

Premise address and cross streets: Hester Street and Canal Street

PREMISE:

Type of building and number of floors: Mixed use (Commercial & Residential), 5 floors

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages?
(includes roof & yard) Yes No If Yes, describe and show on diagram: N/A

Does premise have a valid Certificate of Occupancy and all appropriate permits, including certificate
of occupancy of back or side yard intended for commercial use? Yes No
Indoor Certificate of Occupancy Pending Outdoor Certificate of Occupancy N/A

Do you plan to apply for Public Assembly permit? Yes No
Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/>):
C6-2 Commercial

Is this premise wheel chair accessible? Yes No - It will be once construction
is completed.

PROPOSED METHOD OF OPERATION:

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?
Cafe/Bar

Will any other business besides food or alcohol service be conducted at premise? Yes No
If yes, please describe what type: Art exhibitions

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) Sunday through Thursday 11am - 2am, Friday and
Saturday, 11am - 2am

Number of tables? 5 Number of seats at tables? 15

How many stand-up bars/ bar seats are located on the premise? 1 stand up bar, 12 stools
(A stand up bar is any bar or counter (whether with seating or not) over which a patron can order,
pay for and receive an alcoholic beverage)

Describe all bars (length, shape and location): 25' long, center right

Any food counters? Yes No If Yes, describe: N/A

Does premise have a full kitchen Yes No?

Does it have a food preparation area? Yes No (If any, show on diagram)

Is food available for sale? Yes No If yes, describe type of food and submit a menu
"Build your own biscuits" as well as fresh sandwiches and salads

What are the hours kitchen will be open? open to close

Will a manager or principal always be on site? Yes No If yes, which? N/A

How many employees will there be? 6

Do you have or plan to install French doors accordion doors or windows? -No.

Will you agree to close any doors and windows at 10:00 P.M. every night? Yes No

Will there be TVs/monitors? Yes No (If Yes, how many?) N/A

Will premise have music? Yes No

If Yes, what type of music? Live musician DJ Juke box Tapes/CDs/iPod

If other type, please describe N/A

What will be the music volume? Background (quiet) Entertainment level

Please describe your sound system: 2 small speakers and an iPod dock

Will you host promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed? No

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans.

Will there be security personnel? Yes No (If Yes, how many and when) 1 security guard, Thursday - Saturday.

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

Do you have or plan to install sound-proofing?

APPLICANT HISTORY:

Has this corporation or any principal been licensed previously? Yes No

If yes, please indicate name of establishment: N/A

Address: N/A Community Board # N/A

Dates of operation: N/A

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.

Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume. - See attached resumes

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business N/A

Has any principal had SLA reports or action within the past 3 years? Yes No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate Bar, Restaurant, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

LOCATION:

How many licensed establishments are within 1 block? 4

How many licensed establishments are within 500 feet? 8

Is premise within a 500 foot radius of 3 or more establishments with OP licenses? Yes No

How many On-Premise (OP) liquor licenses are within 500 feet? 4

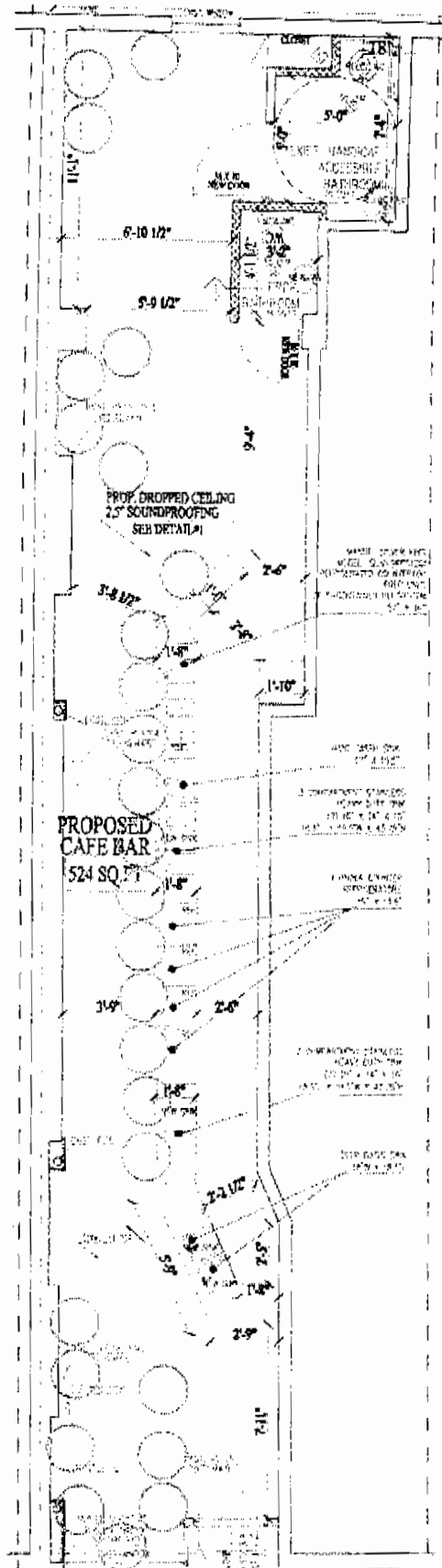
Is premise within 200 feet of any school or place of worship? Yes No

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship.

COMMUNITY OUTREACH:

If there are block associations, neighborhood or tenant associations in the immediate vicinity of your location, you must contact them. **Please attach proof (copies of letters and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.** You may contact the Community Board at info@cb3manhattan.org for any contact information that is on file.

Petitions should clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).



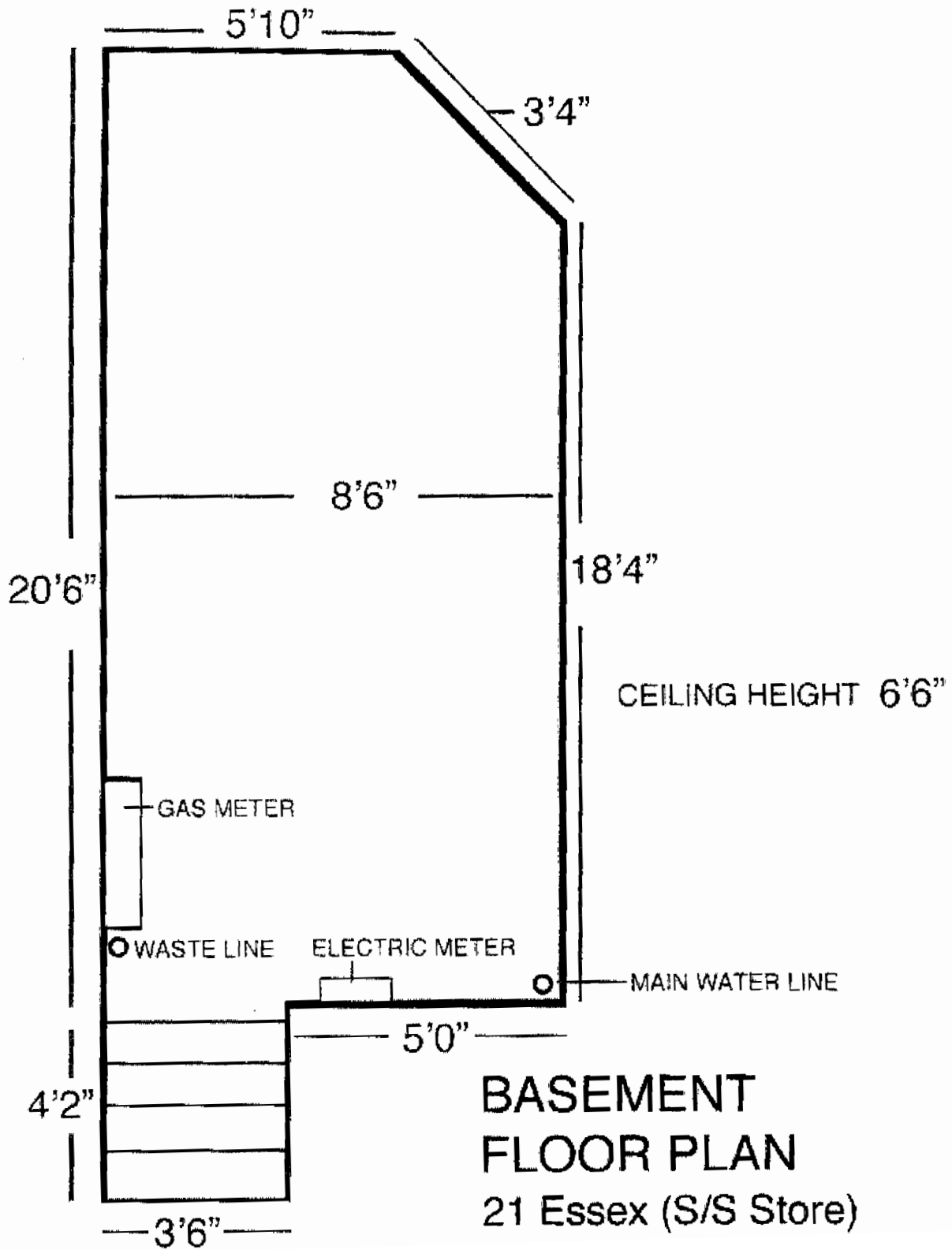
12 stand up/ bar seats

15 seats at tables

5 tables

21 ESSEX
SOUTH/SIDE STORE

ESSEX CAFE GROUP LLC



55 Bayard St #10 Phone (203) 305-5634
 New York, NY 10013 EMailChnsHerity@gmail.com

CHRISTOPHER HERITY

- Education:** **BFA in Photography from Art Institute of Boston**
 Graduated 12/2006 GPA 3.5
 School of Visual Arts, New York City 09/2002- 12/2003
- Employment:** **The Fat Radish** Sept. 2011-April 2012
 17 Orchard St. NY, NY 10002
Lead Barista/Café Manager
 Managed/Maintained a small café space in the front of the restaurant. Responsibilities included making coffee orders, keeping the café stocked, placing orders on a weekly basis. Also sold a large array of fresh pastries. Work as backup host and busser during high volume shifts.
- Amy's Bread** Sept. 2010-Sept. 2011
 250 Bleecker St. NY, NY 10014
Barista/Cashier/Food Prep/Retail
 Provided friendly and precise service to a steady flow of customers, brewing coffee/espresso, preparing sandwiches, slicing bread, working register, some table service and maintenance, setting up and opening store on weekends.
- The Bedford** Summer 2010
 110 Bedford Ave. Brookly, NY 11211
Barista/Table Service
 Worked part-time in a small upstart restaurant/bar as the morning opener/ barista. Used La Colombe beans. Also worked as a server during brunch.
- Bill Fredericks Studio** Jan 2007-June 2010
 130 W. 29th St. NY, NY 10002
Custom Printer
 Worked as a part-time as B+W archival printer. Strong time management skills and a keen eye for detail required.
- References:** **Lindsay Herdell.** Assistant GM at The Fat Radish.
 Lindsay@thefatradishnyc.com
- Steven Bustros.** GM at The Fat Radish in 2011, Current part-time manager at Corner Social.
 (917) 628-3733
- Lisa Blankman.** Manager at Amy's Bread west village location.
 (212) 675-7802
- Bill Fredericks.** Professional Photographer
 bill@bfstudio.com
 (212) 268-2640

DAN SUTTI

dan.sutti@gmail.com

358 Broome Street
Apartment 32
New York, NY 10013
(323) 868-8719

Education

BA Honours in Fine Art. Central Saint Martins, London, UK. 2000-2002.

Fine Art Photography. Univerity of Illinois, Champaign, IL. 1998-2000.

Work Experience

Epistrophy Cafe, Nolita, NYC. Server and Bartender. June 2010 to present.

Provide personable service at a neighborhood cafe with a high number of regular patrons.

Pink Pony, Lower East Side, NYC. Server and Bartender. September 2007 to May 2010.

Provided personable service at a neighborhood cafe with a high number of regular patrons.

Friend of a Farmer, Gramercy, NYC. Server. May 2007 to September 2007.

Freelance Photo Assistant. June 2007 to present.

Photographic assistant for various editorial and commercial shoots. Set-up and break down of props, lighting and equipment in studio and on location. Clients include Noah Sheldon, Apple, Popular Mechanics, Hewlett Packard.

Production Coordinator, Impact Digital, New York, NY. Jan. 2007 to June 2007.

Served as main contact between clients and internal production team at high-end photo retouching company. Managed and trafficked projects from start to finish. Clients include Publicis, Abercrombie and Fitch, and Tommy Hilfiger.

Account Executive/Content Manager, Workbook. Los Angeles, CA. Jan. 2003 - June 2006

Sold stock photo licenses to advertising clients. Collaborated with art director to bring in relevant content and talent. Networked at photo, advertising, and design conferences. Clients include Grey Worldwide, McCann Erickson, and Ogilvy and Mather.

LEAH DIXON

LeahEDixon@gmail.com
Leah-Dixon.blogspot.com

10 Rutgers Street Apt. 7A New York, NY 10002
614-946-2939

Education:

MFA School of Visual Arts New York, NY 2012-2014
Skowhegan School of Painting and Sculpture Skowhegan, Maine summer 2012
BFA in Drawing and Painting from The Ohio State University, Columbus, OH 2001-2005

Work Experience:

Manager and Head Bartender at Sweet Paradise Lounge, NY, NY 02/2007-03/2012
-managed staff, kept inventory stocked and up to date, maintained the health and legal standards of the business, served customers responsibly, trained staff

Manager at Rivington Cafe Corp, NY, NY 10/2005-03/2011
-administrative duties, including managed the books and accounting, kept the inventory stocked and up to date, managed the schedule of a staff of 25 employees, maintained the health and legal standards of the business

Founder of 121 Ludlow Collaborative Studio Project, NY, NY, 05/2007- 05/2011
-managed a working art studio of 10 artists, fulfilled the business, legal, and liability responsibilities of the business, maintained a professional and creative atmosphere amongst the artists, and within the workspace

Creative Team Manager for Ralph Lauren, NY, NY, 2005-2007
-set the merchandising standard for each seasonal line, designed and managed the implementation of window displays, kept merchandise stock catalogued and up to date

Practicing and Exhibiting Visual Artist, 2007-present

Proximity Report for Location:

May 29, 2012

21 ESSEX ST, New York, 10002

* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

Closest Liquor Stores

Name	Address	Approx. Distance
DELANCEY WINE INC	41 ESSEX ST	345 ft
YEE FUNG CORP	135 DIVISION ST	490 ft
SEWARD PARK LIQUORS INC	393 GRAND STREET	855 ft
MADISON LIQUOR INC	195 MADISON ST	965 ft
JADE FOUNTAIN LIQUOR CORP	123 DELANCEY STREET	1210 ft

Churches within 500 Feet

Name	Approx. Distance
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Schools within 500 Feet

Name	Address	Approx. Distance
PS 42 BENJAMIN ALTMAN SCHOOL	71 HESTER ST	340 ft
SEWARD PARK HS	350 GRAND ST	445 ft

On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
OTFOTEOC LTD	21 ESSEX ST	20 ft
35 CANAL CAFE LLC	35 CANAL STREET	380 ft
ZVAH INC	37 CANAL STREET	410 ft
CAFE 169 INC	169 E BROADWAY	455 ft
JOCKEY HOLLOW LLC	171 E BROADWAY	475 ft
BACARO NYC INC	136 138 DIVISION STREET	480 ft
PLAN A GROUP LLC	138 DIVISION ST	480 ft
ESSEX STREET BAR LOUNGE INC	49 ESSEX STREET	490 ft
SWEET RANGER INC	14B ORCHARD ST	505 ft
SILKSTONEONE LLC	17 ORCHARD STREET	560 ft
SWAT PRODUCTION INC	59 CANAL ST 2ND FL	630 ft
B D SHEA GRAND LLC	384 GRAND STREET	685 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
PLAN A GROUP LLC	138 DIVISION ST	480 ft